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The Webster to Open Men's Store

By Jean E. Palmieri

The Webster Miami, the trendy South Beach retailer, will open a separate men's store at 9700 Collins Avenue in Bal Harbour this fall. The 1,700-square-foot store in the Bal Harbour Shops will be the company's third and its first dedicated solely to men's wear.

In December, the company opened a 2,600-square-foot women's store in the same tony Bal Harbour Shops on Collins Avenue. Because of its small size, men's wear was not offered.

Since opening in Miami's South Beach neighborhood in 2009, The Webster's 20,000-square-foot flagship has carved out a strong niche with its sharply edited selection of designer apparel and accessories, luxury atmosphere and top-notch service for men and women.

The new men's store will feature a curated assortment of ready-to-wear, shoes and accessories from Saint Laurent, Dior Homme, Givenchy, Balenciaga, Balmain, Maison Martin Margiela, Dsquared2, Neil Barrett, Alexander Wang, Baja East, Calvin Klein Collection, Hood by Air, The Elder Statesman, Off-White, Thom Browne and Bamford. The store will be designed with "contemporary masculinity," the company said, using wood and bronze display walls by Asher Israelow, limited-edition works by Tom Dixon and Faye Toogood, and a light sculpture by Bec Brittain.

"The Bal Harbour Shops is one-of-a-kind, the most beautiful outdoor retail area in the world, with a very unique level of luxury, dedicated to service, on par with our own standards. It makes perfect sense to bring our strong fashion expertise there," said Laure Heriard Dubreuil, chief executive officer of The Webster.

The Webster Men's will be located on the second floor of the center, which is also home to luxury retailers including Neiman Marcus and Saks Fifth Avenue, along with Ralph Lauren, Giorgio Armani, Moncler, Thomas Pink and other high-end brands.

Heriard Dubreuil and her partner, Milan Vukmirovic, took over The Webster, a 1939 example of architect Henry Hohauser's Art Deco style, to open their first store.